

CLAIMS

- 1) A consumer loyalty marketing program based on multi-transaction platform that provides a high reward to members under a tiered reward scheme, involving electronic input means, a computer server, member consumers, member merchant outlets and a program operator, comprises the steps of:
- 5 registering a member consumer and creating a member record in a computer server;
- registering a member merchant outlet and creating a member merchant record;
- 10 recording all transactions made by member consumers in a transaction record;
- issuing loyalty numbers to member consumers following their individual levels of spending according to pre-determined rules of the program;
- randomly selecting at least one potential reward recipient from a database
- 15 of participating members, when a target is reached according to pre-determined rules of the program;
- answering a quiz correctly to claim and receive the rewards from the tiered reward scheme on an optional basis; and
- 20 updating all records therein the computer server after each selection of the program.
- 2) A consumer loyalty marketing program as in Claim 1 in which the issuance of loyalty numbers follows certain pre-determined rules of the program.
- 3) A consumer loyalty marketing program as in Claim 1 or 2 in which one or more loyalty numbers are randomly selected by the computer, as the potential reward recipients for each program, according to pre-determined rules of the program.
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- 4) A consumer loyalty marketing program as in Claim 1 or 2 in which one or more loyalty numbers are manually and randomly selected, as the potential reward recipients for each program, according to pre-determined rules of the program.
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- 5) A consumer loyalty marketing program as in Claim 1 in which the program
is operated electronically on a global basis.
- 6) A consumer loyalty marketing program as in Claim 1 in which a
computerized member consumer record includes at least loyalty numbers
5 issued for each qualified transaction;
a computerized member merchant outlet record includes agreed rebates
after each qualified transaction;
a master record of all transactions,
whereas all three records are used as a countercheck measure against one
10 another.
- 7) A consumer loyalty marketing program as in Claim 1 in which a few
programs can be run in a series according to pre-determined rules, while all
previously issued loyalty numbers are considered for subsequent selection
process of potential reward recipients until the end of the series, and all
15 such numbers are rendered null and void at the end of the series.
- 8) A consumer loyalty marketing program as in Claim 1 in which all previously
issued loyalty numbers are rendered null and void, where the selection
process signifies the end of a program according to pre-determined rules of
the program.